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Service for the arrangement of a project closing event

Project number/  
cost centre:  
**17.4061.2-001.00**

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## 1. Project background

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is a service enterprise for development cooperation with international operations and global experience. Owned by the Federal Republic of Germany, the organisation operates as a private-sector enterprise with a development-policy mandate: to make sustainable improvements to the living conditions of people in partner countries world-wide.

The Economic and social participation of vulnerable displaced and local population in the South Caucasus - EPIC is a regional programme, implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH since 2017 through April 2025. The programme is commissioned by the German Federal Ministry for Economic Development and Cooperation (BMZ) under the Special Initiative – Displaced Persons and Host Countries.

To reach its aim of improving the economic and social participation of vulnerable internally displaced persons (IDPs) and members of the local population in Georgia EPIC project has implemented a wide range of activities under the following 5 key components:

1. Capacity development of state or civil society organizations, to provide new or improved services directed towards economic and social participation of the targeted population.
2. Increasing economic perspectives of vulnerable internally displaced persons and members of the local population, especially women and young people;
3. Creating new economic perspectives for vulnerable internally displaced women and women of the local population, with and without disabilities;
4. Enabling vulnerable internally displaced persons and members of the local population, especially young people and women, and their organizations, to promote change in their communities
5. Capacitating state institutions, civil society actors, and representatives of the vulnerable internally displaced persons and members of the local population to lead the dialogue.

Moreover, EPIC has committed for the Gender Marker 2<sup>1</sup>, setting gender equality and gender transformation as the main objective and expected results. The programme contributed to gender equality by meeting gender-specific needs and empowering vulnerable IDP and local women and girls. Moreover, participation and empowerment of young people and people with disabilities have been a cross-cutting priority for all EPIC activities.

Upon finalizing its lifespan in April 2025, EPIC intends **to organize a closing event**, which will aim at the formal conclusion of the project as well as **celebration and sharing of achievements jointly with its beneficiaries**. The ToR provides a framework for the inquired service, including planning and execution of the event, alignment with the programme goals and fostering continued engagement within the target communities.

The event will take place on 28 April 2025 in Koda IDP settlement<sup>2</sup>, Tetrtskaro municipality.

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<sup>1</sup> See: <https://www.oecd.org/dac/gender-development/Minimum-recommended-criteria-for-DAC-gender-marker.pdf>

<sup>2</sup> There are up to 500 IDP households residing in Koda

## 2. Tasks to be performed by the contractor

The selected contractor will be responsible for the **planning and implementation of the project closing event** for the audience of around 100 people in the outdoor set-up, covering the following milestones and respective tasks:

### 2.1 Event planning and coordination:

**2.1.1 Design the venue set-up:** visual outline of the site and preparation of the outdoor space considering the agenda topics, interaction of audience and recreational spaces<sup>3</sup>

#### 2.1.2 Provide equipment and supplies:

- Audio-visual equipment (2 microphones, 2 speakers, 1 projector, lighting as required)
- Catering service (finger food/drinks); or an option of food prepared by the local community/project beneficiaries showcasing their products and culinary skills<sup>4</sup>
- Stalls/huts/desks for the product exhibition and culinary workshops (5 desks)
- Stands for photo exhibition and success stories (20 stands)
- Other decorations (e.g. string lights, floral decorations, ballon arch)
- Photo booth

#### 2.1.3 Promote the event<sup>5</sup>:

- Designed and printed agenda for the event with the duration up to 4 hours, including speeches, performances, workshops, photo and product exhibition or side activities<sup>6</sup> (50 copies)
- Event branding and visual identity (e.g. slogan, logo, colour, typography, graphics of digital or printed products and layout)
- Design and printing of promotional materials (e.g. 2 standing banners, 1 wall banner, 200 stickers, 100 copies of flyers/project summary etc.);
- Printing of photos and stories (50) for community awareness and engagement
- Prepare recipe handouts (printed and/or digital)

#### 2.1.4 Logistics and Safety:

- Ensure all required materials, equipment, decorations, sound system, music, photo/video shooting, catering and other supplies are provided timely checked and functional.
- Ensure mounting and dismantling of the market infrastructure, minimizing disruption to the surrounding environment and ensuring the timely restoration of the site to its original condition.
- Ensure adherence to relevant health and safety regulations throughout the duration of the event; efficient management of waste disposal in an environmentally responsible manner, and provision of first aid services for any medical emergencies.
- Anticipate any potential issues (e.g., technical failures, weather delays) and have backup plans in place.

## 2.2 Community and audience engagement

**2.2.1 Community awareness:** Inform the target community about the event to ensure an informed and engaged event planning

**2.2.2 Moderation:** Keep the audience engaged by guiding through the program, facilitating interaction, and ensuring that all activities go smoothly.

<sup>3</sup> Consider possible weather conditions (like strong sun, wind, rain, etc.).

<sup>4</sup> Sustainable Options: Consider using eco-friendly options and minimizing waste

<sup>5</sup> All promotional materials should be in Georgian and English

<sup>6</sup> Ensure that the schedule is realistic, with enough time for transportation and community availability

- 2.2.3 **Participation:** Engagement of speakers, guests, and community members contributing to the event, such as local community leaders, beneficiaries, implementing partners and project team.
- 2.2.4 **Cultural elements:** Integration of performances (e.g. forum theatre, quizzes, contests, etc.) and cultural displays (e.g. local cuisine workshop, exhibition of local products, music, etc.) to enhance community engagement. It is recommended to organize information meetings with the community beforehand; and carry out preparation arrangements to ensure a well-prepared performance.
- 2.2.5 **Interactive Sessions:** Visualization of project outcomes/achievements and opportunities for community members to ask questions, provide feedback, or participate in interaction around outcomes.
- 2.2.6 **Community Recognition:** Acknowledge the efforts of the project team, community, beneficiaries and implementing partners in achieving project milestones and highlight success stories or personal testimonials from beneficiaries (e.g. a memory book/poster to document the feedback/acknowledgement/EPIC memories)
- 2.2.7 **Photo shooting:** take event photos

### 2.3 Feedback and report

2.3.1 **Post-Event Report:** a summary of the event's success, community feedback, and recommendations for future projects.

For the service GIZ shall hire a contractor for the anticipated contract term **from April 7, 2025 to April 30, 2025.**

## 3. Concept

In the tender, the tenderer is required to show *how* the objectives defined in **Chapter 2** (Tasks to be performed) are to be achieved, if applicable under consideration of further method-related requirements (technical-methodological concept). In addition, the tenderer must describe the project management system for service provision.

### ***Technical-methodological concept***

**Strategy (1.1):** The tenderer is required to consider the tasks to be performed with reference to the objectives of the services put out to tender (see Chapter 1/ Context) (1.1.1). Following this, the tenderer presents and justifies the explicit strategy with which it intends to provide the services for which it is responsible (see Chapter 2 / Tasks to be performed) (1.1.2).

The tenderer is required to present the actors relevant for the services for which it is responsible and describe the **cooperation (1.2)** with them.

The tenderer is required to present and explain its approach to **steering** the measures (1.3.1) and its contribution to the **results-based monitoring system** (1.3.2).

The tenderer is required to describe the key **processes** for the services for which it is responsible and create an **operational plan** or schedule (1.4.1) that describes how the services according to Chapter **Error! Reference source not found.** In particular, the tenderer is required to describe the necessary work steps and milestones in accordance with Chapter 2 (Tasks to be performed).

### **Personnel concept**

The tenderer is required to provide personnel who are suited to filling the positions described, on the basis of their CVs, the range of tasks involved and the required qualifications.

The below specified qualifications represent the requirements to reach the maximum number of points in the technical assessment.

***Team leader - a project manager with a demonstrable track record in event planning and execution, possessing exceptional leadership, communication, and problem-solving skills. The Team Leader will serve as the primary point of contact for GIZ and will be ultimately accountable for the overall success of the project.***

#### Tasks of the team leader

- Overall responsibility for the service (quality and deadlines)
- Development of the event content
- Coordinating and ensuring communication with GIZ and other actors of the event
- Personnel management, identifying the need for short-term assignments within the available budget, as well as planning and steering assignments to experts
- Regular updates and reporting in accordance with deadlines

#### Qualifications of the team leader

- Education/training (2.1.1): Master's degree or equivalent in business or public administration, social sciences or a related field is required
- Language (2.1.2): C1 level language proficiency in English
- Specific professional experience (2.1.4): 5 years' experience in developing, planning and overseeing projects and/or events with the specific focus on community empowerment, social inclusion and/or business development
- Leadership and Management experience (2.1.5): 5 years in managing operations and teams, including setting up structures, guiding the team and delegating responsibilities

***Key expert / Communication Specialist - a creative and results-oriented communication professional with expertise in event management, developing and executing impactful communication strategies, managing social media campaigns, and engaging with diverse target audiences.***

#### Tasks of the communications specialist

- Develop and implement a communication plan encompassing online and offline channels, design, visibility, messages, promotional materials and activities to effectively promote the event and engage target audiences.
- Create engaging and informative content and promotional materials and ensure the content is aligned with the event's brand identity and messaging.
- Manage the closing event's social media presence to raise awareness, generate interest, and drive attendance

#### Qualifications of the communications specialist

- Education/training (2.2.1): Master's degree in communications, marketing, public relations, journalism, or a related field.
- Language (2.2.2): C1 level language proficiency in English
- Specific Professional Experience (2.2.4): Minimum of 3 years of proven experience in developing and implementing communication strategies, managing information and social/media campaigns, creating engaging content, and event promotion.
- Other (2.2.8): Experience of community empowerment, engagement and inclusion.

***Short-term expert pool with minimum 2, maximum 4 members - Skilled technicians with proven experience in logistics, installations, sound system setup, and event infrastructure management. They will be responsible for the safe and efficient***

***installation, operation, and dismantling of all technical components of the closing event.***

Tasks of the short-term expert pool:

- Provide technical and logistical support to the event
- Ensure timely provision of required equipment/materials to the site
- Ensure that the provided equipment is fit and functional
- Dismantle equipment and keep the space clean and safe

Soft skills of team members

In addition to their specialist qualifications, the following qualifications are required of team members:

- Awareness and sensitivity regarding gender and inclusion
- Teamwork
- Initiative and innovation
- Communication skills
- Socio-cultural competence
- Efficient, partner- and client-focused working methods
- Interdisciplinary thinking

The tenderer must provide a clear overview of all proposed short-term experts and their individual qualifications. For the technical assessment, an average of the qualifications of all specified members of the expert pool is calculated. Please, provide a CV for each pool member (see below Chapter 5 / Requirements on the format of the bid) for the assessment.

**Company's Profile:**

3.1 At least 5 years of experience in planning and organizing events, promotional activities, markets, information campaign and community outreach

3.2 Capacity for the assignment of the team of experts qualified to undertake the tasks under Chapter 2; for the provision of the necessary equipment and supplies; capacity to manage costs and expenditures, accounting processes, invoicing and reporting in line with the requirements of GIZ.

In the offer the tenderer must provide the information about the company's relevant experience of organizing similar types of events and ensuring allocation of relevant human and material resources (please, provide photos or links of relevant previous experiences).

**4. Costing requirements**

**Assignment of personnel and travel expenses**

Per-diem and overnight accommodation allowances are reimbursed as a lump sum up to the maximum amounts permissible under tax law for each country as set out in the country table in the circular from the German Federal Ministry of Finance on travel expense remuneration (downloadable at <https://www.bundesfinanzministerium.de>).

Accommodation costs which exceed this up to a reasonable amount and the cost of flights and other main forms of transport can be reimbursed against evidence

All business travel must be agreed in advance by the officer responsible for the project.

### **Sustainability aspects for travel**

GIZ would like to reduce greenhouse gas emissions (CO<sub>2</sub> emissions) caused by travel. When preparing your tender, please incorporate options for reducing emissions, such as selecting the lowest-emission booking class (economy) and using means of transport, airlines and flight routes with a higher CO<sub>2</sub> efficiency. For short distances, travel by train (second class) or e-mobility should be the preferred option.

If they cannot be avoided, CO<sub>2</sub> emissions caused by air travel should be offset. GIZ specifies a budget for this, through which the carbon offsets can be settled against evidence.

There are many different providers in the market for emissions certificates, and they have different climate impact ambitions. The [Development and Climate Alliance \(German only\)](#) has published a [list of standards \(German only\)](#). GIZ recommends using the standards specified there.

### **Specification of inputs**

<b>Fee days</b>	<b>Number of experts</b>	<b>Number of days per expert</b>	<b>Total</b>	<b>Comments</b>
<b>Designation of TL</b>	<b>1</b>	<b>10</b>	<b>10</b>	Overall planning and management of the event
<b>Designation of Expert 1/Communication Specialist</b>	<b>1</b>	<b>5</b>	<b>5</b>	Planning and management of the event communication
<b>Designation of a short-term expert pool/support staff</b>	<b>2 (4)</b>	<b>2 (4)</b>	<b>4 (8)</b>	Technical and logistical support to the event (min 2 to max 4 experts)
<b>Transport</b>	<b>Quantity</b>	<b>Number per expert</b>	<b>Total</b>	<b>Comments</b>
<b>TL, communication expert and support staff</b>	<b>4 (6)</b>			Expenses related to event coordination, transportation, delivery of equipment, waste management, security and first aid services/facilities, and other logistical aspects.
<b>Other costs</b>	<b>Number</b>	<b>Price</b>	<b>Total</b>	<b>Comments</b>
<b>Procurement/or renting of materials and equipment</b>	<b>N/A</b>	<b>up to GEL 10 000</b>	<b>10 000</b>	Costs associated with procuring and/or renting necessary equipment, such as stalls/tents/stands, sound system, lighting, decorations, and any other specialized equipment required for the event (Ref. to 2.1.2)

<b>Workshops</b>	N/A	<b>Up to GEL 3000</b>	<b>3000</b>	Costs associated with the culinary workshop and local product promotion, including cooking supplies, dishes and ingredients (Ref. to 2.2.4)
<b>PR and Communication</b>	N/A	<b>Up to GEL 5000</b>	<b>5000</b>	Costs associated with implementing the event promotion, including community outreach, social media promotion, design, branding, printing of promotional materials; photo shooting, etc. (Ref to 2.1.3)
<b>Catering service</b>		<b>Up to GEL 2000</b>	<b>2000</b>	Finger food and drinks (water; juice) for up to 60 persons (GEL30 per person)
<b>Other costs</b> Please explain here in more detail which costs are to be reimbursed, assuming they do not fall under the budget item described above.				A reasonable contingency budget to account for unforeseen expenses

## 5. Requirements on the format of the tender

The structure of the tender must correspond to the structure of the ToR. In particular, the detailed structure of the concept (Chapter 3) should be organised in accordance with the positively weighted criteria in the assessment grid (not with zero). The tender must be legible (font size 11 or larger) and clearly formulated. It must be drawn up in English.

The complete tender must not exceed 5 pages (excluding CVs).

The CVs of the personnel proposed in accordance with Chapter 0 of the ToR must be submitted using the format specified in the terms and conditions for application. The CVs shall not exceed 4 pages each. They must clearly show the position and job the proposed person held in the reference project and for how long. The CVs can also be submitted in English.

Please calculate your financial tender based exactly on the parameters specified in Chapter 5 / Quantitative requirements. The contractor is not contractually entitled to use up the days, trips, workshops or budgets in full. The number of days, trips and workshops and the budgets will be contractually agreed as maximum limits. The specifications for pricing are defined in the price schedule.

## 6. Outsourced processing of personal data

N/A